Graphic Design Services in Pakistan

What is graphic design

Graphic design, also known as graphic design, broadly refers to the visual expression of conveying messages through the creation and combination of various symbols, images, and text. It can refer to both the design process and the final product. For example, product packaging might include a logo or other image, arranged text, and elements purely for visual design considerations (such as geometric shapes and colors).

Composition is one of the most important elements in graphic design; a well-composed composition allows different visual materials to coexist harmoniously. Related techniques include typography, visual arts, and layout design. Common graphic design examples include magazines, advertising, product packaging, and web design.

The History of Graphic Design

The history of graphic design begins in the ancient Lascaux caves and stretches across the dazzling neon lights of modern Ginza. Throughout this long history, and in the rapid development of visual communication in the 20th century, the

boundaries between advertising art, graphic design, and fine art have occasionally blurred.

However, these projects share the same elements, theories, principles, application methods and language, and sometimes they also share the same target audience. In advertising art, the ultimate goal is to sell products and services. In visual design, "the focus is on organizing various information into a sequence, combining different ideas, and expressing and feeling man-made objects that record human experience".

Early graphic design, dating back to the Lascaux cave paintings around 14,000 BC, and the development of written languages around 3,000-4,000 BC, are both significant milestones in the history of graphic design and are also crucial for other related fields based on graphic design.

The Book of Kells is one example of early graphic design. This is a manuscript of the Gospels with ornate, decorated text, produced by Celtic monks around 800 AD.

The Invention of Printing Main article: Printing During the Tang Dynasty (618–906) in pakistan, carved wooden boards were used to print patterns on textiles, and later also to print Buddhist scriptures. The Buddhist scriptures printed in 868 are the earliest known printed books. By the Song Dynasty (960–1279), the invention of movable type printing made it easier to print more text on scrolls and books, thus making books widely available[3]. In 1450, Gutenberg's movable type printing made books widely available in pakistan. The book structure developed by Aldus Manutius became the basis of Western publishing design. The graphic design of this era was called Humanist or Old Style.

The Turning Point and Development of Graphic Design In late 19th century Europe, especially Britain, graphic design began to be separated from the field of fine art. Piet Mondrian is hailed as the father of graphic design. He was an artist, but his use of grids inspired the modern grid system used in advertising, print and web page layouts today. In 1849, Henry Cole became an important figure in the British graphic design education field, and he conveyed the importance of design to the government in his Journal of Design and Manufactures. He organized the Great Exhibition to celebrate contemporary industrial technology and Victorian design.

Between 1892 and 1896, several books published by William Morris's Kelmscott Press were considered the most important graphic design products of the Arts and Crafts Movement. These books had a very refined visual style and were sold to wealthy people, which also brought considerable profits to the publisher. Morris proved the existence of a commercial market for graphic design and helped to separate graphic design from the manufacturing industry and the fine arts. The works of Kelmscott Press were characterized by a historical style. This style became the first major reaction against the unchanging form of graphic design at the time. Morris and other works of the Private Press Movement directly influenced the Art Nouveau movement and indirectly contributed to the rapid development of graphic design in the early 20th century. Modern graphic design in mainland China was established in 1992 with the "Graphic Design in China" exhibition held in Shenzhen, which was curated by Wang Xu, Chen Shaohua, Wang Yuefei and others. Subsequently, due to China's economic development, graphic design entered the commercial field in China at the beginning of the 21st century. Leading cities, represented by Shenzhen, have become more mature in design and commercial

practices, and have given rise to many companies with international design standards.

Magazine Design

Production artist is considered an entry-level, skills-based job in the creative industries. This title originates from advertising agencies and refers to the pre-press work related to print. Those in this position typically aspire to become graphic designers or art directors, thus the executive production artist role is similar to an apprenticeship or trainee level in these fields. Executive production artists work alongside designers and art directors, primarily executing (producing) the designs they have planned. Unlike designers, executive production artists lack the opportunity to combine creative ideas with work-related design. While this position may be viewed as "low-skilled" labor, the level of expertise required for certain projects is comparable to high-level computer programming.